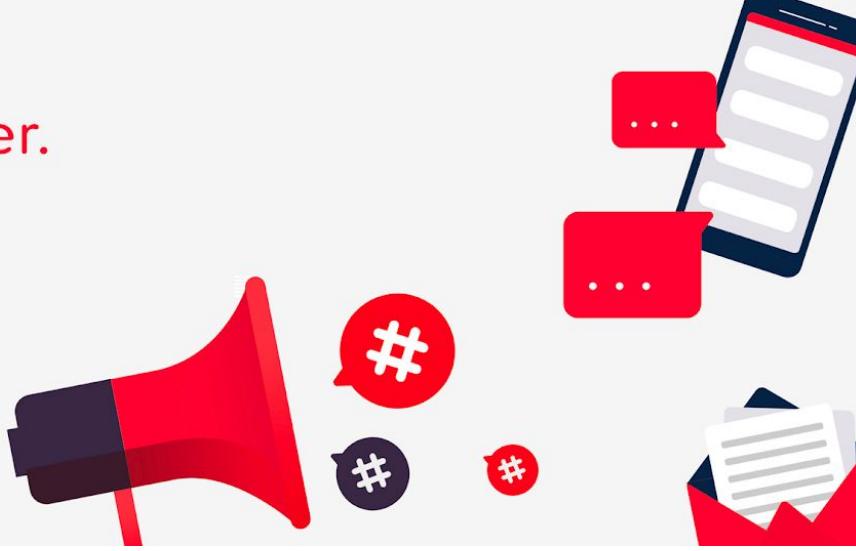


# Target decision-makers. Activate grassroots power. Win campaigns.

New/Mode's targeted engagement tools activate grassroots power to help you win your campaigns.



## Campaign Engagement Checklist

The core goal for all of us working towards a better world should be building community power behind our work. No matter how clever the strategy or how efficient the tools, no big campaign win was possible without the support of a dynamic and engaged community of supporters behind it. So before thinking about how to grow or mobilize your community, smart campaigners should start by integrating engagement principles at the start, with the aim of empowering their supporter community and deepening relationships.

That's why New/Mode created these five engagement principles, drawn from years of thinking, observing, and doing, to help you start campaigning in this new way. Let's get started!

Principles of Engagement	What does this mean?	Your Grade
<b>1. Show how change is possible</b>	Show a clear theory of change and how your plan - powered by their actions - leads to the goal.	A+
<b>2. Give recognition</b>	Make supporters the stars, highlighting those who engaged and sharing their stories of progress.	
<b>3. Be accessible</b>	Meet people where THEY are, with language and actions that draws them in to deeper engagement over time.	
<b>4. Build meaningful relationships</b>	Your lists are real people, not data points. View your communications as a dialogue, find ways of deepening it.	
<b>5. Share ownership</b>	Give community members as much control as you can. Listen, and invite them to shape the campaign with you.	

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## Principle #1: Show how change is possible

Start by proposing to your supporters that the political system and society are malleable and that their civic actions in community can have an enormous impact. A key part of this is showing a compelling [theory of change](#) that is, a credible plan for how campaign tactics will lead to a desired outcome. Research shows that those who do not take action are held back in part because they did not believe that their actions would have an impact. Provide a roadmap that shows how the process will work, how community members will get from A to B and make a difference.

**What steps are you taking to achieve this? Use this space for notes and planning.**



## Principle #2: Give recognition

Take the time to recognize those who contribute to your project. [Research](#) shows people want the satisfaction of an emotionally meaningful experience. Recognizing those who make efforts in your project is a great way to model a participatory process and keep your community engaged over the long term. While it's obvious to recognize large policy changes, it's just as important to show how participants have an impact on smaller pieces of work, such as when efforts are picked up in the media. No victory is too small to recognize, and the stars of the work need to be the supporters.

**What steps are you taking to achieve this? Use this space for notes and planning.**



## Principle #3: Be accessible

Research shows being accessible to the diverse levels of engagement of your community produces far better results. As a general rule make your communications accessible, and link to more in-depth materials for those more deeply engaged in your project -- provide a range of activities at different levels of engagement. You have to get people in the door before you can meet them and build a relationship. Remember also that **you are not the audience** -- you're likely far more familiar with your project than the intelligent but busy people you are trying to reach. So simplify.

**What steps are you taking to achieve this? Use this space for notes and planning.**



## Principle #4: Build meaningful relationships

Look at your first interaction with supporters as an introduction and your communications as a dialogue. Relationships should have meaning and purpose. Look for opportunities for deeper and more frequent engagement and pull it into the mix of our project.

*As an example of this principle, OpenMedia once had a meeting with a senior official come up out of the blue. Instead of just holding a regular meeting between our leadership and the government official, we crowdsourced the questions we asked the politician and used a report back to our community as leverage. That wasn't planned in advance, but we saw it as an opportunity for deeper input and engagement with our supporter base.*

**What steps are you taking to achieve this? Use this space for notes and planning.**



## Principle #5: Share ownership

Even people living in mature “democratic” societies now feel they do not have control over decisions that govern their country. To reverse this, communications and interactions with your community should reinforce a sense of agency, power, and collective ownership. Be iterative and flexible in response to the community to reinforce their ownership of your work. Whenever possible provide an option for participants to choose how much, when, and how they’d like to interact with you.

**What steps are you taking to achieve this? Use this space for notes and planning.**

Embracing these principles in our campaigns will make us more effective, but more importantly it will show our communities the power they have when they work together to overcome our shared challenges. Community engagement done right can rebuild trust in each other, and eventually help to rejuvenate our democracy.

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